

Business Matters

Volume 6, Issue 1

Seminole County Public Library System

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Social Media Marketing: Twitter

Third in our series on social media marketing for small business.

www.twitter.com

Send "tweets" or brief updates in less than 140 characters

Using Twitter for marketing gives the small business owner the advantage of real-time communication. It's all about providing currency and immediacy to a company's promotional efforts.

With savvy and authentic use, Twitter may strengthen current customer relationships and bring in curious new consumers.

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SMALL BUSINESS AND TAXES

DO YOU OWE LOCAL, STATE OR FEDERAL BUSINESS TAXES?



All small businesses must be aware of tax obligations. Find out more online. There's a lot of well-organized instruction for new business owners who are navigating the world of business taxes.

Check out the free classes given by the [Florida Department of Revenue](#). There are dozens of offerings held throughout the state of Florida. The tax seminars help you understand your obligation and how to be prepared to comply with tax regulations.

Take a look at what the Federal government offers through the Internal Revenue Service website. The IRS provides free online classes for business owners.

Taxes continued on page 3

How to start Tweeting your business:

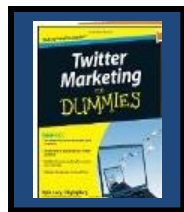
- Sign up at www.twitter.com
- Check out Help for tips, FAQs
<http://help.twitter.com/portal>
- Decide on an objective
- Start Tweeting on your mobile or PC

Twitter is a free social media tool that allows users to post brief messages (under 140 characters) from their PCs or from their mobile phone. Messages or Tweets are instantly published to the public, and it is a lot of public! Twitter expects to achieve 18 million users by early 2010.

As with any marketing, decide on an objective for using Twitter. Will you be using it to obtain customer feedback? To promote events? To announce product service features?

Take advantage of the multiplying effect or *viral capacity* of Twitter by posing interesting thoughts and questions that your followers will want to answer and then share with others.

Read more about it in [these Twitter marketing books](#) available at your Library



Websites to checkout:

www.twitter.com
search.twitter.com

Computer Database



Use this resource to search hundreds of technology journals and magazines for articles and analysis.

Search topics like:

Bandwidth management
Content management software
Home office networking

Find trends, forecasts, hardware & software reviews, tips, ideas, strategies, networking information, case studies, and more.

Premium Info Available Free Online

Go to www.seminolecountyfl.gov/library/business
Click into Business Databases on the left.

Coming up in future issues, social media (Web 2.0) marketing with:

[Podcasting](#)
[YouTube](#)
[Facebook](#)

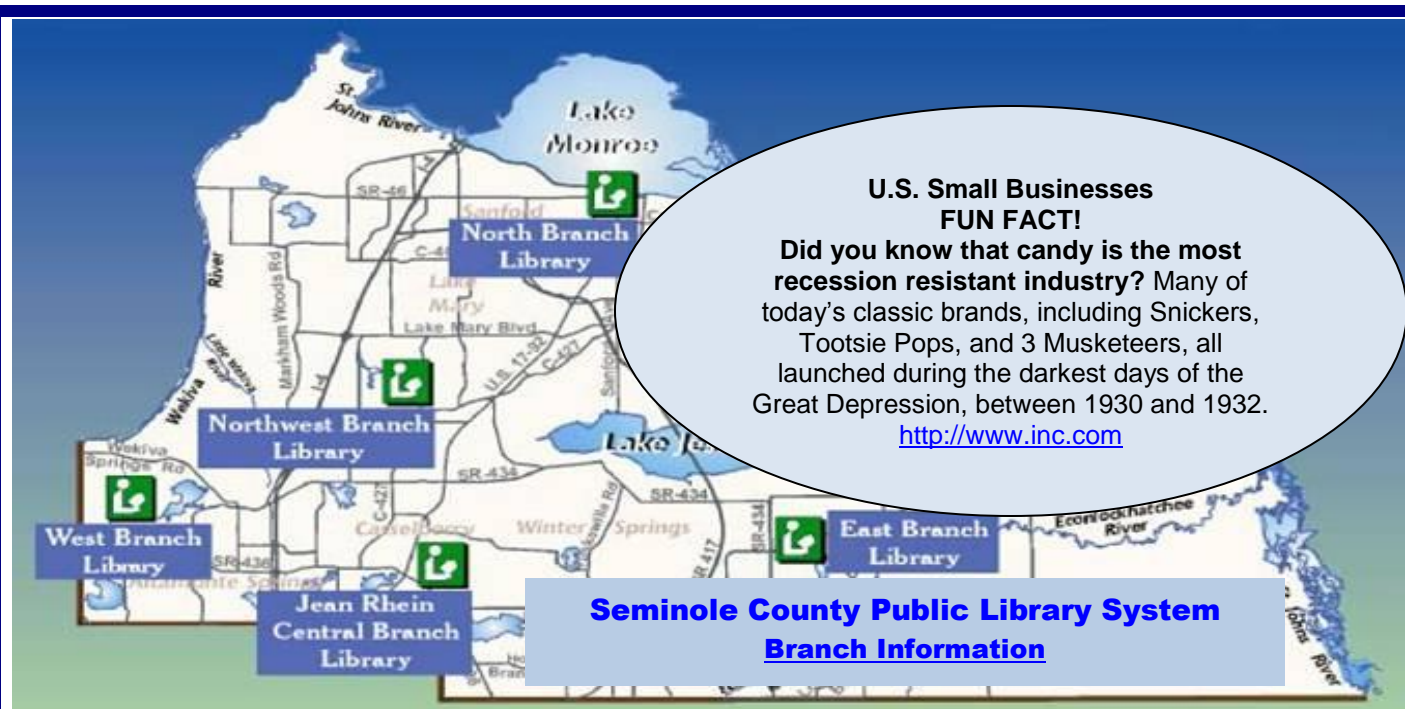
Coming soon to a branch near you!

Business Startup 101

Business Plans 101

*Starting in February at the following locations:
Central, North and West Branch Libraries*

A joint venture with the Small Business Development Center at Seminole State College.



U.S. Small Businesses FUN FACT!

Did you know that candy is the most recession resistant industry? Many of today's classic brands, including Snickers, Tootsie Pops, and 3 Musketeers, all launched during the darkest days of the Great Depression, between 1930 and 1932.

<http://www.inc.com>

Seminole County Public Library System Branch Information

Calendar of Events

*Register Online

February 10, Wednesday, 1:00-2:30 PM
Business Startup 101
North Branch - Sanford

February 24, Wednesday, 1:00-2:30 PM
Business Plans 101
North Branch - Sanford

March 3, Wednesday, 6:00-7:30 PM
Business Startup 101
West Branch - Longwood

March 17, Wednesday, 6:00-7:30 PM
Business Plans 101
West Branch - Longwood

April 12, Monday, 6:00-7:30 PM
Business Startup 101
Central Branch - Casselberry

April 19, Monday, 6:00-7:30 PM
Business Plans 101
Central Branch - Casselberry

Taxes continued from page 1

Free, no travel required:

[IRS Online Learning & Education](#)

Guides, Tax Planning Calendars,
Videos, Webinars

Read up on *local* business taxes at www.seminoletax.org. Carefully review the Business Tax Receipts information.

No excuses...you've got to pay your business taxes, so get educated, do your due diligence and plan ahead.

Seminole County Public Library System

Monday – Thursday, 9:00 am - 8:00 pm
Saturday, 9:00 am - 5:00 pm
Sunday, 1:00 - 5:00 pm

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